

Community Plan Update Public Meeting
Imagine Sedona – 2020 & Beyond
(Community Workshop)
West Sedona School
Multi-Purpose/Cafeteria Room
570 Posse Ground Road, Sedona, AZ
Wednesday, March 28, 2012 - 4:30 p.m.

Public Participants (excludes those listed below): 20

Committee Members:

Chairman Thompson and Committee Members Jim Eaton, Angela LeFevre, Barbara Litrell, Elemer Magaziner, Gerhard Mayer and Judy Reddington

Commissioners:

Arts & Culture: Nancy Lattanzi, Heather Molan, Diane Phelps and Ed Uzumekis

Historic Preservation: Brynn Unger and Stephen Thomiszer

Volunteers: Elizabeth Yancey and Sandy Moriarty (Housing Commissioner)

Staff: Kathy Levin, Donna Puckett, Mike Raber and Brenda Tammarine

INTRODUCTION:

Mike Raber thanked the participants for attending and explained that this workshop is part of the Sedona Community Plan update process. He then explained that the General Plan is Sedona's Community Plan that is required by the state, and it is basically our vision document that tells us how we want to grow in the future and where we may not want to grow. Every 10 years, the state requires an update to the Plan and that is what we are doing now, which is a good idea, because our Plan is a dynamic document that needs to reflect changes and shifts in priorities.

Mike explained that since May, the planning process has focused primarily on making the community aware of why the Plan is important and what the Plan can do. It also provides the sense of the community's priorities. There have been several ways for people to provide their ideas, including several community meetings, use of an idea form, parties in a box for small groups to have their own planning meeting, meetings with community groups and a series of topical workshops.

Mike then indicated that this meeting is the 8th workshop in the series, and the last for this part of the planning process. The Committee is now working on how to respond to what the Committee has been hearing and some of the comments heard are shown on the display boards. The Committee will be developing plan alternatives and getting the community's response to those in a couple of months, and then that feedback will be used to create a common community vision, and from that vision will come the draft Community Plan, which we hope to have done by the end of this year and ready to go to the Planning & Zoning Commission and the City Council for adoption, and then finally to you as voters to vote on the Plan next year.

Mike explained that the workshop themes are really built around what we have been hearing from the community, and tonight, we are looking at arts and culture. We will have an overview from Ed Uzumekis, Chairman of the Arts & Culture Commission, and then Jon Thompson, Chairman of the Citizens Steering Committee will talk about our exercise. Then, we will show a video created by Jim Eaton and there will be about an hour for discussion and one-half hour to summarize your feedback.

Mike explained that the community planning process is being led by the Citizens Steering Committee that was appointed by the City Council to ensure that we have a strong citizen group planning effort, and tonight, the Citizens Steering Committee is working with the Arts & Culture Commission in conducting this workshop.

Mike then introduced the Citizens Steering Committee Members in attendance, including Chairman Thompson and Committee Members Jim Eaton, Angela LeFevre, Gerhard Mayer, Judy Reddington,

Barbara Litrell and Elemer Magaziner. Additionally, Mike introduced staff and volunteers Elizabeth Yancey and Sandy Moriarty.

PRESENTATIONS - Ed Uzumekis, Chairman of the Arts & Culture Commission Chairman, and Jon Thompson, Chairman of the Citizens Steering Committee:

Presentation by Ed Uzumekis, Chairman of the Arts & Culture Commission:

Ed Uzumekis introduced the Arts & Culture Commissioners in attendance, including Nancy Lattanzi, Heather Molan and Diane Phelps, and the Commission's Staff Liaison, Brenda Tammarine. Ed indicated that what people don't know about Brenda is that she has a degree in Art and Art History, so she was very excited to be their liaison, until the Commission started giving her work.

Ed noted that many of the participants are familiar with the Arts & Culture Commission and arts and culture in the City of Sedona, but some of you may not be or may have forgotten what the Commission is supposed to do, so he is going to give a brief overview of the Commission and some of the highlights of what the Commission has been doing over the past several years.

Ed explained that the Commission was established in 1988 and its role is to contribute to the implementation of the Community Plan's Arts & Culture vision, so the Commission's purpose today is for you to help the Commission formulate a new Arts & Culture vision for 2020 and beyond, in what you want the City to look like when people come here. Additionally, there are other purposes for the Arts & Culture Commission, such as to protect, enhance, serve and advocate excellence in the arts for the people of Sedona and to set priorities and plan for development of arts and cultural activities in Sedona, in conjunction with other appropriate agencies in the greater Sedona and Verde Valley area for the benefit of the citizens of Sedona. Also, the Commission is to raise the level of awareness and involvement of all citizens in the preservation, expansion and enjoyment of culture and the arts in the City of Sedona, and to preserve and enhance the natural beauty of Sedona, its cultural and artistic heritage, and to encourage the growth of the arts in all facets of the public and private sectors.

Ed added that it is all distilled down to the Commission's mission which is to be a catalyst for creating excellence in the arts and culture, thus contributing to a vital economy and the highest quality of life for all. Ed then explained that in order for the Commission to support that mission, the Commission has been empowered and given the authority to implement recommendations adopted by the City Council and to make recommendations related to arts and culture to the Council.

Ed indicated that some of the Commission's accomplishments from the charge given to the Commission by the City Council are as follows:

- Under the guidance and commitment of the citizens serving on the Arts in Public Places Committee, a strong art in public places program has been developed and is responsible for the placement of over 50 pieces of public art, including the installation of the sculptures created by Ken Rowe and Kim Kori for the roundabouts at the "Y" and Brewer Road.
- The development of the Performing Arts Center in collaboration with the Sedona-Oak Creek School District and a citizen's committee formed by Commissioner Rod Abbott.
- Through the leadership of the Commission and Coordinator Nancy Dunst who is present, we have developed a very successful Arts Education Program and a strong ongoing Artist in the Classroom Project, which continues to fulfill the artistic needs of students in our local schools.
- Perhaps the most important achievement for him was in the spring of 2005, when an Arts Forum was held on May 18, 2005 by the Commission and Yavapai College, and there were 100 performing, literary and visual artists, as well as representatives from arts-related businesses and arts organizations that engaged in the community arts and cultural planning.

Ed then explained that tonight is different in that the forum was very closely focused on the arts, and when he mentions the Commission or its Work Plan, he is frequently asked if there isn't something besides visual arts, so he wants everyone to understand that the first word in the title is "Arts", not visual art, and it encompasses all of those, so that is something to keep in mind as you look at the questions

you will be asked to consider tonight. The other part of the title is "Culture" and as the Chairman of the Commission, he feels that is an area that we sometimes overlook, so as you go through the questions, think not just about the arts or your specific medium, but also how that is reflected in the culture of Sedona and how it reflects the culture of Sedona.

Ed indicated that the questions for tonight were actually distilled from several documents, including the findings of the 2005 Arts Forum, the current Community Plan's Arts & Culture Element and the summary of the 1990 Sedona Forum, titled *Our Cultural Values Past, Present and Future*, plus questions that were submitted by members of the Citizens Steering Committee and the Arts & Culture Commission. We looked at all of the questions from the Arts Forum, etc., and pulled them together to get a broader view of what people want in Sedona in terms of arts and culture.

Ed thanked the attendees for participating and explained that it is important not only for the Community Plan, but also for the Commission, because the Commission will also be looking at what you say, as the Commission continues to develop Work Plans and make suggestions to the City Council.

Note: Staff attempted to show a video, but was unable to do so because of technical difficulties.

Presentation by Jon Thompson, Chairman of the Citizens Steering Committee:

Jon Thompson confirmed that facilitators and recorders were available at each table and explained that the questions are on the tables, and there should be enough copies for every participant. Jon then indicated that the role of the facilitators is to ensure that all of the questions are covered. The questions came from a variety of sources to try to distill the main points, but at the same time, many of you may have some specific ideas that you want to be sure is heard about arts and culture in Sedona for 2020 and beyond, and we want to be sure to also capture those, so if your idea doesn't fit into one of the questions, please be sure to let the facilitator know. We don't want you to leave with your idea; we want you to leave it here.

Jon explained that there will be about an hour for the discussions, and then each recorder will have give about a 3 - 5 minute summary, so everyone can hear what each table said.

Nancy Dunst indicated that some people haven't been to any of the *Imagine Sedona* workshops and asked if Jon could give a little guidance on what kinds of things he is talking about, to keep us in the right direction. Jon explained that generally what the Committee is trying to do is to get a vision of Sedona in 2020 and beyond, in relation to certain topics. This workshop is the eighth in the series and it is on arts and culture, so from the standpoint of arts and culture, imagine Sedona in 2020 and beyond and what do you see? You may see buildings, museums, etc., but you may also see a philosophical side and that is fine too. The guiding principles can be philosophical as well as physical, so the answer is all of the above, and he hopes the questions are such that they will give you an opportunity to say what you feel.

PARTICIPANTS' TABLE DISCUSSIONS:

The participants began their table discussions at 5:07 p.m. and concluded at 6:15 p.m.

CLOSING:

Jon Thompson explained that each recorder is going to give a brief summary of their table's discussion.

Diane Phelps: Reported that in talking about the components, there was a lot of enthusiasm for a cultural center for Sedona that would demonstrate how we have been influenced by people who were either here before us or people we are currently working with, etc. There also was a lot of discussion around cultural celebrations of the different ethnic groups in the community and to ensure we represent all types of arts. She also personally feels that we need to do more with art granting, but the group wanted to ensure that all groups in the community are included, including the Spanish, Koreans, Yavapai, etc., and that we showcase what they can do. Another idea was that the City could proclaim an "Ethnic Month" and activities would be built around that Ethnic Month for the groups. They especially wanted to

sponsor things for the kids, so the kids could be doing arts and crafts and be engaged. Additionally, we should have a lot of use of street art, mainly through music or dance groups, etc., or ethnic kinds of things going on, and they were interested in more intergenerational kinds of things, where the older folks worked more with the youth.

Diane indicated that Natalia, who is the Director of the OLLI Program, indicated that they have classes where the high school students teach the older folks how to do Facebook, etc. Another great idea is to make sure that we broadcast this information, so the community knows about it, and one idea was to have kiosks in the parking lots of the grocery stores, like New Frontiers, Safeway and Basha's, and when things are posted there, people would be able to see what is going on.

Diane added that there were also all kinds of ideas for spaces, like schools that are closed in the summer; Barbara's Park; Yavapai College, which is very interested in working more with arts in the community, because their space is hardly used in the summer, and they also want to build the usage during the year as well; the Performing Arts Center; possibly expanding SAC, although there is a parking problem there; empty retail space where the high school students could possibly go for a month to do some art-related things in performance, music, etc.; the wastewater wetlands area where there apparently is more land behind where they are doing the building; Verde Valley School also wants to work on more arts type of things.

Diane indicated that regarding the economic thing, Mei Wei seemed to know that the gallery district currently supplies 50% of the taxes collected, and if we enhanced arts in terms of the education aspect, it would bring more people in who would spend money to attend programs for adults or kids. There are also some really good programs in town now that have a low profile; therefore, they aren't as successful as they could be. We ought to identify what those are and build those up initially, since there has already been some work done. For example, there is something going on at the greenhouse at Biddle's on Sundays, like a little program with no money, and maybe we should be looking at those kinds of things and building them first. Lastly, there was a lot of interest in dance, including ethnic dances, and teaching the kids dance, etc., and also more events maybe tying in some music and dance, etc.

Brenda Tammarine: Indicated that for the first question about components, they identified having a network of events, something large enough to incorporate the different artists and different types of genres, and some better process, such as First Fridays, but with more diversity, including chefs, wineries, etc., so quite a bit more could be incorporated into that.

Brenda noted that regarding attracting a more diverse population when opportunities exist, they discussed definite support for creating a new culture and in identifying what culture groups are looking for in Sedona, and to find opportunities to celebrate the culture of Sedona in order to live that identity -- we seem to be lacking a bit in that regard.

Brenda explained that regarding the locations for art activities, there was a disagreement, because the group felt there was already quite a bit of activity going on throughout Sedona, not just in the designated areas, but we need to illustrate that and make it more public as to where things are taking place. There seems to be a vacuum of information, so maybe some central website that can include all activities, and not just the ones that the Red Rock News publishes.

In terms of seeing arts and culture contributing economically, Brenda indicated that the group felt that education should be incorporated with Yavapai College more, teaching not just fine arts, but also orchestral music, dance, etc., trying to get more of a genre different than just fine arts. Another idea was to shut down Jordan Road and have a cultural event there, again not just of fine arts, but also with a farmer's market, dancing, and there also was mention of bringing restaurants on board with that.

Brenda indicated that regarding things that are missing from our arts and culture offerings, we do have the Sedona Arts Center, but it is so important to get arts education back in the classrooms. She is a former art teacher and Nancy Dunst is a current art teacher, and it is something that is dire in the classrooms, so they are thinking about summer events at the high school.

Elemer Magaziner: Reported that their major themes were that there is a lot of arts and culture going on in Sedona, but to a large degree, it is invisible, so one of the big emphases was to make it visible, even to the point of building art into the infrastructure of the City, so instead of just having art in the roundabouts or at buildings, it would become an integral part of buildings, etc. The other theme was that not only is it not visible, but it is disorganized, so there isn't leadership or unification of all of the arts going on. People don't know what is going on or when, etc., so it is scattered without coordination or leadership, and some ideas included a city position that would take a leadership role, some kind of an alliance or the Commission -- something to coordinate all of the activities. Their other major theme was that art is not just to be displayed, but also people need to learn how to appreciate it, so there would be education, and a really powerful statement about it was that we don't want to just have artists doing their work, we want education to actually create artists. We don't want artists to just explain stuff; we want programs to actually create artists. Another thing to bring it together and make it visible would be to have things like museums or single places where all of the things could come together. One really neat concept was to have community workshops where people could do their art, especially for people who have limited financial resources and don't have their own equipment, etc.

Elemer added that as far as listing all of the places, people talked about meeting spaces, exhibition spaces, museums and places for professional teaching with teachers brought in to create artists, etc., so collaboration was a big word, for the artists to collaborate, including synergies, which is again the theme of things being kind of scattered around. There was a huge list of places for art, including the Village of Oak Creek, the Cultural Park, Yavapai College, Barbara's Park, Performing Arts Center, Mary Fisher Theatre, the airport, Jordan Road, the large parcels of land behind the Art Barn, and co-ops for artists, again for people who have limited financial resources.

Jon Thompson: Indicated he would try to cover highlights from the group that haven't already been mentioned. As far as the components, they defined arts and culture in a very broad sense, as most groups did, and one of the things that came up quite a bit was things around Native Americans, including Native American storytelling that could be an event that would support a living history. Architecture is also part of culture and our cultural heritage and that needs to be preserved.

For improvement in celebrating multicultural events, Jon indicated that there was talk about a Day of the Dead Festival being a good one to do, apparently there is no three-day event like it in Arizona and it might something that we could be a center for, and we have a strong Hispanic community here that would support that. We also wanted to emphasize that quality of event should be high and we shouldn't do a lot of smaller mediocre events. Small doesn't necessarily mean mediocre, but the point was to start to do something really well, and if it grows to other things that you can do really well, great, but it may be kind of in opposition, like one comment was that by having a month for everything, some are going to look better than others. As far as multiculturalism, we also need people who are passionate about their cultures to organize such events, and they need the support of the whole community, including the commitment of the Chamber, Council, etc., so then we can talk about where those inspired people are going to come from that are going to get these things started. The group also talked about needing more things for the youth to participate in.

Regarding locations, John indicated that there was quite a discussion about providing a cultural park, but there was some disagreement and some comments were that the problem with the Cultural Park might still be a problem today, which was that in order to get good events to come here, the performers put a string of performances together with other places, so if they perform in Phoenix, people in Phoenix will see them there, etc., so the idea of bringing people here was an idea that wasn't fulfilled in the original Cultural Park, but others felt that we could learn from that and find ways to do it, for example, it could be considered more for events in the afternoons, not just evenings, as a possibility. For other locations, the group talked about having a string of pearls of small little parks or plazas throughout the City, and that might be conducive to smaller performances like street performances, and street performances were one of the things that would be good to add here. City Hall plaza was another place where there might be some events. Telluride was named as an example of a place where something is happening every weekend and their events are supported by the residents as well as the tourists. Pop-up events were

also mentioned, and they are becoming popular in places where you take buildings that aren't being used and have a pop-up art center or poetry reading, etc.

As far as economic growth, Jon reported that the group thought the chance for growing the economy in arts and culture is not necessarily with the commercial visual arts, which have been pretty well maxed out, but with more true fine arts, as well as festivals and events, and the group felt that is the area where we could grow the economy better with the arts. We could also take some of the unused historical buildings and turn them into artist studios of importance, and as far as art galleries, there was a comment that we shouldn't have just local artists.

Dee Durkee pointed out that there are lots of non-local artists represented and Jon Thompson clarified that the comment was not to have an art gallery just for locals and Dee asked why not. Jon was then told by a participant at the table that the comment was intended to be about museums, not galleries.

Regarding things that are missing, John indicated that we need activities for youth, including music at schools and it needs to start in the lower grades. There was a comment about a recent poetry recital at one of the schools being very moving and very well done, and the person felt it should have been an event for the whole community, so finding some way to get those things advertised more widely. These are things already happening, but we aren't seeing them. There was also talk about the Arts & Culture Commission reaching out to the schools and also to get the schools to publicize their performances. They talked about places they go like the Hopi and Zuni Festival in Flagstaff, the Art Museum in Phoenix, the Musical Instrument Museum, and jazz and art museums all over the country, plus operas and concerts in Phoenix, Cirque du Soleil in Las Vegas, and street performances also came up again and what an interesting experience it was with the street performances in Prague.

Jon then thanked the participants for attending.

The meeting ended at 6:35 p.m.